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#### THE PUBLIC ATTITUDE TOWARD EXTENSION WORK

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N ANY ACTIVITY in which broad contact is made with the public it is desirable from time to time to study public opinion to determine whether or not the work and the workers are finding favor. I think it may be safely said that there has never been a time when cooperative extension work has been as favorably regarded by the public as it is at present. This has been evidenced in recent months in a number of ways. In many of the States, waiting lists of counties which desire to employ extension agents have been established, the counties having made their appropriations but State and Federal funds not being available to provide the necessary cooperation. There is, of course, some unfavorable criticism of extension work and extension workers, and occasionally a county votes to discontinue the employment of extension agents. This is always to be expected because in a force as large as ours there will always be some individuals who are unsuccessful and circumstances will arise which make the temporary discontinuance of employment of extension agents inevitable.

A recent evidence of the public favor with which extension work is now being received has been given by the Federal Congress in increasing the supplemental Smith-Lever appropriation from \$1,300,000 to \$1,580,000, and in the passage of the Ketcham Bill authorizing further increases of Federal funds in

<sup>\*</sup> Address presented before the Central States Extension Conference, Urbana, Ill., May 22, 1928.

<sup>&</sup>lt;u>DISTRIBUTION</u>: One copy of this circular has been sent to each extension director, State and assistant State supervisor, clothing and forestry specialist, and experiment station and agricultural college library in all States.

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the future. The consideration of these bills gave opportunity for many of the friends of extension work to express favorable opinions, and I think it is worth while to quote some of these opinions at this time.

In the discussion of extension items before the subcommittee of the Appropriations Committee of the House of Representatives which framed the agricultural appropriation bill, a member of the subcommittee, Representative

James P. Buchanan of Texas, said:

"I want to say that I consider this work the most valuable work for the future that is done by the Department of Agriculture. It is going to bear fruit."

Representative Buchanan has served for many years on committees dealing with the affairs of the Department of Agriculture, first on the Committee on Agriculture, and more recently on the agricultural subcommittee of the Committee on Appropriations. He and the other members of the subcommittee are all very favorably inclined toward extension work. It was at the suggestion of Representative Buchanan that Representative Finis J. Garrett of Tennessee, the Democratic floor leader in the House, offered an amendment to the agricultural appropriation bill increasing the supplemental Smith-Lever appropriation. This amendment was adopted with very little discussion and without opposition.

The Capper-Ketcham Bill was heartily supported by a large number of organizations, including the American Farm Bureau Federation, the National Grange, the agricultural committee of the American Bankers' Association, and most of the associations of breeders of purebred livestock. The American Farm Bureau Federation each year adopts resolutions favorable to extension work, and at its annual meeting in 1927, placed extension work first on its list of agricultural activities for which it urged adequate Federal appropriations. Chester Gray,

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the legislative representative of the Federation, appeared before the Agricultural Committee of the House and the Committee on Agriculture and Forestry of the Senate, and urged the passage of the Capper-Ketcham Bill in the form in which it was originally introduced, which authorized appropriations far in excess of the bill as finally passed. He was ably supported in this stand by Fred Brenckman, the legislative representative of the National Grange. One of the strongest letters in support of the Capper-Ketcham Bill was written by L. J. Taber, Master of the National Grange, which letter reads in part as follows:

"The National Grange has long been interested in agricultural extension work as carried out under the Smith-Lever Act. We have been greatly interested in the development and expansion of this governmental activity and believe it has been of great service to agriculture.

"The development of county agent and home demonstration work has been of great value to the Nation. Its counterpart, boys and girls club work, while yet in its infancy, gives a promise of even greater service to the farmer."

Representatives of the General Federation of Women's Clubs and of the American Home Economics Association appeared at the hearings in favor of the bill and urged the inclusion of language in it which would insure the further development of home demonstration work. Alice Edwards, Secretary of the American Home Economics Association, said,—

"We are in sympathy with rural extension work and wish to see a bill passed which will increase the appropriation for this service."

During the hearings before the House Committee on Agriculture, Representative Franklin W. Fort of New Jersey, a member of the committee, said,-

"In New Jersey I have had more letters in favor of this bill from influential people in my State than for any other piece of legislation which has come before this committee. They are finding in my State that they are doing no work in which the Federal Government cooperates which contributes more to the Americanization of our aliens than this particular kind of work."

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Senator Tasker L. Oddie of Nevada made this statement in the hearings before the Senate committee:

"I wish to endorse this legislation most heartily. I want to speak in behalf of the special body of men and women who are carrying on this work. My State, Nevada, with which I am most familiar, is a place where they are doing a truly noble and patriotic work as well as a humanitarian work. They are not alone building a better foundation for the State of Nevada, but for the whole country. The boys and girls of our Western States are being developed into better and more progressive citizens, and the result will be a better and stronger America. This is one of the best methods of developing our national defense, making a better class of citizens, and making our country stronger and more self-sustaining in every particular. I endorse this measure most strongly and urge on the committee that it urge the passage of the bill."

Last year when the first Capper-Ketcham bill was under consideration in the House, Representative Charles G. Edwards of Georgia inserted in the Congressional Record an editorial from the Savannah Morning News of February 21, 1927, which is well worth quoting in full:

#### A Little Farm Bill

"While Congress and politicians have been footballing various bills for alleged farm relief, and while the big measures that have occupied time in the two Houses of Congress have shown themselves to be purely political bills for effect and not founded upon sound economic basis, there is one bill, a little fellow that might easily be lost in the shuffle, that is sound and safe and good. This bill had hearings beginning Wednesday of last week before the Senate Committee on Agriculture. It is the House bill known as the Capper-Ketcham agricultural extension bill. It provides for an appropriation of only \$10,000 to each State, that sum to be used in agricultural extension work for the next fiscal year, and used through the means of the State agricultural colleges in such work as is seen in the activities of the county agents, the home demonstration agents, the vast and varied extension work done directly for the farmers by the experts of the college. The bill provides for annual increases for the next few years.

"The State of Georgia is mightily interested in the passage of this measure. Georgia is essentially an agricultural State. Just now of all times in her history the farmers are seeking all the help in demonstration and advice by specialists they can get. Diversification is in its crucial stage. Barriers once set up are now razed and the work of the extension men is

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welcomed and even eagerly sought. The supply of this help is nothing like equal to the demand. The State receives, of course, funds for a part of this work from the Smith-Lever appropriations, but the State would receive, under the provisions of the Capper-Ketcham bill, more than from the Smith-Lever bill's provision. There are now nearly 30 counties begging for agents, and there is no fund with which to support their work. With this additional financial aid from the Federal Government other lines of the extension service for the farmers could be strengthened. Last week in Atlanta leaders of agriculture from 16 Southern States went on record as earnestly urging the passage of this measure. If those who are interested in the farmers of the South just now will do a bit toward letting Congress know that the measure is needed and wanted it is likely to pass."

The American Bankers' Association has especially endorsed boys' and girls' club work, a resolution passed by its administrative committee reading as follows:

"It is our observation that boys' and girls' club work, carried on by the agricultural colleges and the United States Department of Agriculture, under the Smith-Lever law passed by the Congress in 1914, has done most effective service in carrying a broad and yet practical education from our higher institutions of learning direct to farm youth in so far as funds have been available."

While the Capper-Ketcham Bill as passed by the Congress did not authorize as large appropriations as we had hoped, there was a strong feeling on the part of some of the friends of the measure, particularly Representative Fort of New Jersey, that the passage of a bill carrying materially larger appropriations than the one which was finally adopted would quite possibly be vetoed by the President, and that it was much better strategy to agree on a bill which had a reasonable chance of executive approval than to pass one which would not be approved.

The announcement of the twenty-fifth anniversary celebration of the beginning of cooperative extension work has formed the basis of favorable comment on extension accomplishments by many farm papers and by that portion

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from widely separated sources have recently come to my notice and I think they are worth quoting to you here. They are as follows:

"The Progressive Farmer has always had a high regard for extension work and a warm place in its heart for extension workers. We are glad that the inauguration of this great work is to be commemorated with fitting exercises, and hope that it will mark a milestone on a period of splendid service that will extend many years into the future."

(Progressive Farmer, Memphis, Tenn., April 14,1928.)

"The fruits of the past 24 years! work are many. It is money well spent. As we look back we see many accomplishments. We commend the United States Department of Agriculture for its work."

(Editorial, Illinois Farmer, April 1, 1928.)

"The gathering to especially mark the quarter century of demonstration work on the farms will appropriately be held in Texas, and there will no doubt be a large gathering of representatives of this far-reaching establishment in Houston where an interesting program will be put on. Farm demonstration agents are practically everywhere now, and Florida is particularly well pleased to have these capable and willing instructors about and assisting in many things that go to make the work of the farmer more profitable and satisfactory. Federal, State, and county aid thus given is of inestimable value."

(Editorial, Florida Times Union, April 10, 1928.)

One of the best recent appreciations of extension work is contained in an editorial from Modern Farming of May 1, 1928:

"Trained men and women are hard to replace. Technical education in schools and colleges merely places in the hands of the individual tools with which to work; years of intelligent application to the job is what really gives training and value. For this reason it is depressing to see so many of our agricultural extension workers leave the work for which they have fitted themselves, and enter other fields of activity. They can not be blamed. They must live, and when pay is too low or working conditions unbearable, they can not be blamed for trying something else. Still there is immeasurable loss to agriculture

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through their disaffection. More general understanding and recognition upon the part of the public of the work which agricultural extension workers are doing is the cure. When the value to the State or to the county, of agricultural demonstration work is fully appreciated by the nonfarming industrial groups, public opinion will see to it that the men and women trained to render this service to the farmer and his family are not lost to them. For trained help for the farmer means more profit, the creation of more wealth; and this will mean general betterment of the community as a whole."

With opinions such as these from legislators, men of affairs, and the press, extension workers should feel encouraged that their efforts are bringing results in the upbuilding of rural communities and that there is public appreciation of them and their work. Remembering always that important tenet of the extension service not to take ourselves too seriously, I am sure we will not let these good opinions hull us into self-satisfaction, but rather that they will spur us on to greater accomplishments in the future.

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